

### IN THE CLAIMS

Please cancel claims 1 - 34 in their entirety, without prejudice or disclaimer of the subject matter contained therein and add claims 35 through 63.

#### Change to:

35. (new) An organization method, comprising:

integrating organization related data in accordance with a common schema; and  
using at least a portion of the data to identify one or more element factors and one or more external factors that affect organization value by segment of value where the segments of value are selected from the group consisting of current operation, real option, financial assets, derivatives, market sentiment and combinations thereof.

36. (new) The method of claim 35 that further comprises identifying an inter-relationship between the factors that affect organization value.

37. (new) The method of claim 36 that further comprises creating summaries of element and external factors that have an effect on aspects of organization financial performance where the summaries are at least in part a function of the inter-relationship between the factors that affect organization value.

38. (new) The organization modeling method of claim 37 where the aspects of financial performance are selected from the group consisting of revenue, expense, change in capital, cash flow, real option value, derivative value, investment value, market sentiment value, market value and combinations thereof.

39. (new) The method of claim 37 that further comprises using the impact summaries to create models of organization financial performance by segment of value.

40. (new) The method of claim 39 that further comprises using the models of organization financial performance to complete analyses from the group consisting of identifying changes to intellectual capital that will optimize one or more aspects of organization financial performance in an interactive manner, identifying the impact of intellectual capital changes on one or more aspects of organization financial

performance in an interactive manner, identifying the value impact of intellectual capital by element of value and combinations thereof.

41. (new) The method of claim 40 where a Markov Chain Monte Carlo model is used to identify the changes that will optimize one aspect of organization financial performance, genetic algorithms are used to identify changes that will optimize one or more aspects of organization financial performance or multi-criteria optimization models are used to identify the changes that will optimize two or more aspects of organization financial performance.

42. (new) The method of claim 40 where intellectual capital is comprised of elements selected from the group consisting of alliances, brands, channels, customers, customer relationships, employees, equipment, information technology, intellectual property, partnerships, processes, production equipment, supply chains, vendors, vendor relationships and combinations thereof.

43. (new) The organization modeling method of claim 35 where the integrated data complies with a common data dictionary and is obtained from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, information technology management systems, intellectual property management systems, process management systems, vendor management systems, workforce management systems, email management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, risk management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems, the Internet and combinations thereof.

44. (new) The method of claim 35 wherein an organization is a single product, a group of products, a division, a company, a multi company corporation, a value chain or a collaboration.

45. (new) The method of claim 35 where the factors that affect intellectual capital are selected from the group consisting of item variables, trends, ratios, averages, patterns,

time lagged item variables, time lagged trends, time lagged ratios, time lagged averages, time lagged patterns, linkages, geospatial measures, keyword counts and combinations thereof.

46. (new) A computer readable medium having sequences of instructions stored therein, which when executed cause a processor to perform an organization method, comprising:

- integrating organization related data in accordance with a common schema;
- using at least a portion of the data to identity one or more element factors and one or more external factors that affect organization value by segment of value where the segments of value are selected from the group consisting of current operation, real option, financial assets, derivatives, market sentiment and combinations thereof, and
- identifying an inter-relationship between the factors that affect organization value.

47. (new) The computer readable medium of claim 46 where the method further comprises creating summaries of element and external factors that have an effect on aspects of organization financial performance

- where the summaries are at least in part a function of the inter-relationship between the factors that affect organization value and
- where the aspects of financial performance are selected from the group consisting of revenue, expense, change in capital, cash flow, real option value, derivative value, investment value, market sentiment value, market value and combinations thereof.

48. (new) The computer readable medium of claim 47 that further comprises

- creating one or more models of organization financial performance by segment of value with said summaries and
- using the models of organization financial performance to complete analyses from the group consisting of automated equity trading, impact analysis, merger analysis, optimization of one or more aspects of financial performance, pricing optimization, process optimization, project optimization, purchasing optimization, simulation, valuation and combinations thereof.

49. (new) The computer readable medium of claim 48 where a Markov Chain Monte Carlo model is used to identify the changes that will optimize one aspect of organization financial performance, genetic algorithms are used to identify changes that will optimize

one or more aspects of organization financial performance or multi-criteria optimization models are used to identify the changes that will optimize two or more aspects of organization financial performance.

50. (new) The computer readable medium of claim 46 where elements are selected from the group consisting of alliances, brands, channels, customers, customer relationships, employees, equipment, information technology, intellectual property, partnerships, processes, production equipment, supply chains, vendors, vendor relationships and combinations thereof.

51. (new) The computer readable medium of claim 46 where the integrated data is obtained from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, information technology management systems, intellectual property management systems, process management systems, vendor management systems, workforce management systems, email management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, risk management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems, the Internet and combinations thereof.

52. (new) The computer readable medium of claim 46 wherein an organization is a single product, a group of products, a division, a company, a multi company corporation, a value chain or a collaboration.

53. (new) The computer readable medium of claim 46 where the factors that affect organization value are selected from the group consisting of item variables, trends, ratios, averages, patterns, time lagged item variables, time lagged trends, time lagged ratios, time lagged averages, time lagged patterns, linkages, geospatial measures, keyword counts and combinations thereof.

54. (new) An organization management system, comprising:

computers connected by a network each with a processor having circuitry to execute instructions; a storage device available to each processor with sequences of instructions stored therein, which when executed cause the processors to:

integrate organization related data in accordance with a common model or schema, and

use at least a portion of said data to create one or more tools for managing one more aspects of organization financial performance by element of value where the aspects of financial performance are selected from the group consisting of revenue, expense, change in capital, cash flow, real option value, derivative value, investment value, market sentiment value, market value and combinations thereof.

55. (new) The system of claim 54 where the processors further make one or more tools available for review using an electronic display, a paper document or some combination thereof.

56. (new) The system of claim 54 where an organization is a single product, a group of products, a division, a company, a multi company corporation, a value chain or a collaboration.

57. (new) The system of claim 54 where the one or more tools for organization management include analytical models, management reports, performance information, lists of changes to elements of value that will optimize one or more aspects of organization financial performance and combinations thereof.

58. (new) The system of claim 57 where analytical models are from the group consisting of component of value models, real option models, market sentiment models, investment models, derivative models, market value models, network models, optimization models, simulation models and combinations thereof.

59. (new) The system of claim 57 where the management reports detail the current organization value, prior organization value, future organization value, the change in organization value over time and combinations thereof by segment of value, element of value and external factor.

60. (new) The system of claim 57 where performance information are from the group consisting of component valuations, current operation valuations, real option valuation, derivative valuations, investment valuations, market sentiment valuations, enterprise valuations, element composite variables, element performance indicators, element relative contributions, element valuations, element impacts, element value drivers, external factor composite variables, external factor performance indicators, external factor relative contributions, external factor valuations, external factor impacts, external factor value drivers, organization valuations, real option discount rates, intellectual capital valuations, equations that summarize element impact on aspects of organization financial performance and combinations thereof.

62. (new) The system of claim 60 where the valuations further comprise valuations selected from the group consisting of current valuations, past valuations, future valuations and combinations thereof.

63. (new) The system of claim 62 where the current valuations further comprise a value for a point in time within a sequential series of points in time.